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U.S. Patent Application Serial No. 10/696,298  
Reply to Office Action dated July 6, 2007

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended) A system for providing a marine product configuration and pricing system, the system comprising:

an index product module for displaying all of the available products that may be configured;

a markup module for specifying the an amount a dealer price ~~may~~ is to be increased for a product and optional item based upon a specified figure;

a price quoting generation module for selecting the product and optional items to be included within a configured product, the price quoting generation module ~~generates~~ generating a customer price for the product, selected optional items, and a total price for the configured product using ~~the~~ pricing data from the markup module; and

a quote sheet module for generating a quote sheet document containing information describing the configured product and its generated price.

2. (Currently Amended) The system according to claim 1, wherein the index product module includes a first hyperlink corresponding to every product ~~that may~~ to be configured, the first hyperlink activates the price quoting generation module using configuration and pricing data corresponding to the selected product.

3. (Original) The system according to claim 2, wherein the index product module includes a second hyperlink corresponding to every product to be configured, the second hyperlink presents specification data corresponding to a particular product.

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4. (Original) The system according to claim 3, wherein the specification data is displayed within an HTML document.
5. (Original) The system according to claim 3, wherein the specification data is displayed within a PDF document.
6. (Currently Amended) The system according to claim 1, wherein the price quoting generation module utilizes a markup percentage value to specify the an amount a dealer price is to be increased when generating a customer price.
7. (Original) The system according to claim 1, wherein the price quoting generation module utilizes a margin percentage value to specify the amount a dealer price is to be increased when generating a customer price.
8. (Original) The system according to claim 1, wherein the quote sheet module generates the quote sheet document containing only customer pricing.
9. (Original) The system according to claim 1, wherein the quote sheet module generates the quote sheet document containing only dealer pricing.
10. (Original) The system according to claim 1, wherein the quote sheet module generates the quote sheet document containing both dealer pricing and customer pricing.
11. (Original) The system according to claim 9, wherein the quote sheet module further generates an optional item order sheet document for each optional item included within the configured product.

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12. (Original) A method for providing a marine product configuration and pricing system, the method comprising:
- selecting a configurable product from a group of available products;
  - selecting one or more optional items from a group of available optional items corresponding to the selected configurable product;
  - generating a dealer cost for the selected configurable product and the selected one or more optional items from a database of dealer costs;
  - generating a customer price for the selected configurable product and the selected one or more optional items using the dealer costs and a price increase value corresponding to the selected configurable product and to each of the selected one or more selected optional items;
  - and
  - generating an individualized price quote document for the selected configurable product and the selected one or more optional items.
13. (Original) The method according to claim 12, wherein the price increase value corresponding to a group of the selected one or more selected optional items corresponds to a single group price increase value specified in a set of price increase values.
14. (Original) The method according to claim 13, wherein the price increase value is defined as a markup percentage value.
15. (Original) - The method according to claim 12, wherein the price increase value is defined as a margin percentage value.
16. (Original) The method according to claim 12, wherein the method further comprises modifying the price increase value for at least one of the price increase value corresponding to one of the selected optional items to generate a modified individual price quote document.

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17. (Original) The method according to claim 12, wherein the individualized price quote document includes the customer price.
18. (Original) The method according to claim 12, wherein the individualized price quote document includes the dealer costs.
19. (Original) The method according to claim 12, wherein the individualized price quote document includes both the customer price and the dealer costs.
20. (Original) The method according to claim 12, wherein the method further comprises generating a set of ordering documents, each order document in the set of ordering documents corresponds to each of the selected optional items.
21. (Original) A computer data product containing computer readable data encoding instructions for implementing a computer implemented method for providing a marine product configuration and pricing system, the method comprising:
- selecting a configurable product from a group of available products;
  - selecting one or more optional items from a group of available optional items corresponding to the selected configurable product;
  - generating a dealer cost for the selected configurable product and the selected one or more optional items from a database of dealer costs;
  - generating a customer price for the selected configurable product and the selected one or more optional items using the dealer costs and a price increase value corresponding to the selected configurable product and to each of the selected one or more selected optional items;
  - and
  - generating an individualized price quote document for the selected configurable product and the selected one or more optional items.

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22. (Original) The computer data product according to claim 21, wherein the price increase value corresponding to a group of the selected one or more selected optional items corresponds to a single group price increase value specified in a set of price increase values.
23. (Original) The computer data product according to claim 22, wherein the price increase value is defined as a markup percentage value.
24. (Original) The computer data product according to claim 21, wherein the price increase value is defined as a margin percentage value.
25. (Original) The computer data product according to claim 21, wherein the method further comprises modifying the price increase value for at least one of the price increase value corresponding to one of the selected optional items to generate a modified individual price quote document.
26. (Original) The computer data product according to claim 21, wherein the individualized price quote document includes the customer price.
27. (Original) The computer data product according to claim 21, wherein the individualized price quote document includes the dealer costs.
28. (Original) The computer data product according to claim 21, wherein the individualized price quote document includes both the customer price and the dealer costs.
29. (Original) The computer data product according to claim 21, wherein the method further comprises generating a set of ordering documents, each order document in the set of ordering documents corresponds to each of the selected optional items.

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30. (Currently Amended) The computer data product according to claim 21, wherein the computer data product corresponds to a computer readable storage media.
31. (New) The method according to claim 12, wherein a first hyperlink corresponds to every product to be configured, the first hyperlink activating generating the customer price using configuration and pricing data corresponding to the selected product.
32. (New) The method according to claim 31, wherein a second hyperlink corresponds to every product to be configured, the second hyperlink presenting specification data corresponding to a particular product.
33. (New) The method according to claim 32, wherein the specification data is displayed within an HTML document.
34. (New) The method according to claim 32, wherein the specification data is displayed within a PDF document.
35. (New) The computer data product according to claim 21, wherein a first hyperlink corresponds to every product to be configured, the first hyperlink activating generating the customer price using configuration and pricing data corresponding to the selected product.
36. (New) The computer data product according to claim 35, wherein a second hyperlink corresponds to every product to be configured, the second hyperlink presenting specification data corresponding to a particular product.
37. (New) The computer data product according to claim 36, wherein the specification data is displayed within an HTML document.

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38. (New) The computer data product according to claim 36, wherein the specification data is displayed within a PDF document.